Practical Sourcing Strategies, Tips & Tricks

Presented by David Marr for DFWTRN

03/21/2024

A Practical Approach to Sourcing

For many Talent Acquisition professionals, Linkedin Recruiter is the only place they actually Source from. What happens when you don’t have access to Linkedin Recruiter? Or it isn’t able to yield the results that you need to fill your position? In this training we’ll look at a practical approach to sourcing that will include the following:

- Boolean Strings
- Boolean Builders
- Search Engines
- Places to Source from
- Useful Chrome Extensions and Web sites

About Me:

- I’ve been in Recruiting and Sourcing for 20+ years and have worked in Agency, Corporate and as a Consultant. I specialize in roles that are challenging and typically senior executive through senior individual contributor roles.
- I’m based in Chicago
- I make time to learn something new every day and I enjoy traveling, new experiences, people, cuisine and helping others grow and develop their recruiting and sourcing skills.

Boolean Strings

What is Boolean?

- Boolean is a logical approach to solving problems that was invented by mathematician George Boole.
- Boolean Strings use Keywords and Operators to produce the desired results.

What is a Keyword?

- Keywords are important terms that appear in the desired results that you are looking for.
- Some common examples used by TA professionals: Degrees, Job Titles, Company, Locations, Skills, Tools, Associations, and Hash Tags
- Keywords can also be the way that someone talks about themselves and what they do, also known as, Natural Language Search.

What is an operator?

- An operator is a logical command that produces a specific output
- Examples: AND, OR, NOT, (), “”, *

Let’s look at a few examples of how Operators and Keywords work together

- (Salesforce OR “Sales Force”) AND (Apex OR Java)
- (“Information Security” OR InfoSec OR Security) AND (Engineer OR Consultant OR Administrator OR Analyst OR Lead)
- (“Product Manager” OR “Prod Man” OR “Prod Mgr”) AND (MVP OR Metrics OR KPI OR OKR OR AB OR “A/B”) AND (Vision OR Strategy OR “Road Map”)
- (Cloud OR AWS OR Azure OR GCP OR Rackspace OR OpenStack) AND (Engineer OR Admin OR Lead OR Eng)

Let’s look at how Operators and Keywords work together

- In the examples, you should notice that the () are used to organize similar Keywords
- “” are used to incorporate spaces in between keywords
- OR is used to mean any of the Keywords
- AND is used to mean all of these Keywords

How to determine what Keywords and Operators to use in your Boolean String?

Below are a few recommendations on how to approach this:

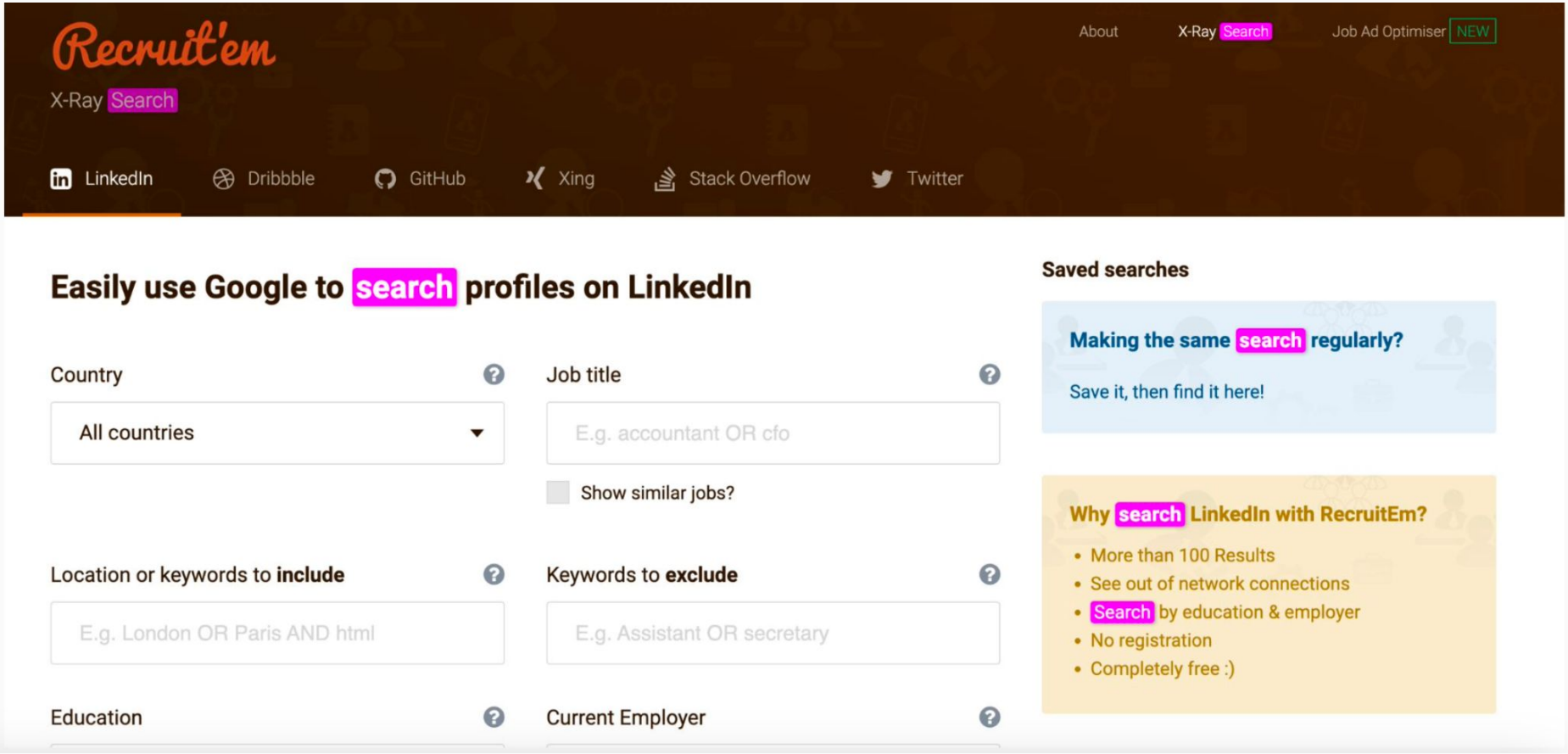
- Review the job description & intake notes to identify key skills, preferences, locations, target companies, etc
- Start off with a simple Boolean String and analyze the results and then determine what else you should add or remove to improve
- Think about how people talk about themselves and performing their work
- Consider where you are going to use the Boolean String and what operators are available to try
- Try different strategies and places when sourcing

Boolean Builder

What is a Boolean Builder?

- A Boolean Builder is a tool / website that asks you the keywords that you want to use and automatically generates the Boolean String for you and some will create Boolean for specific places you want to source from.

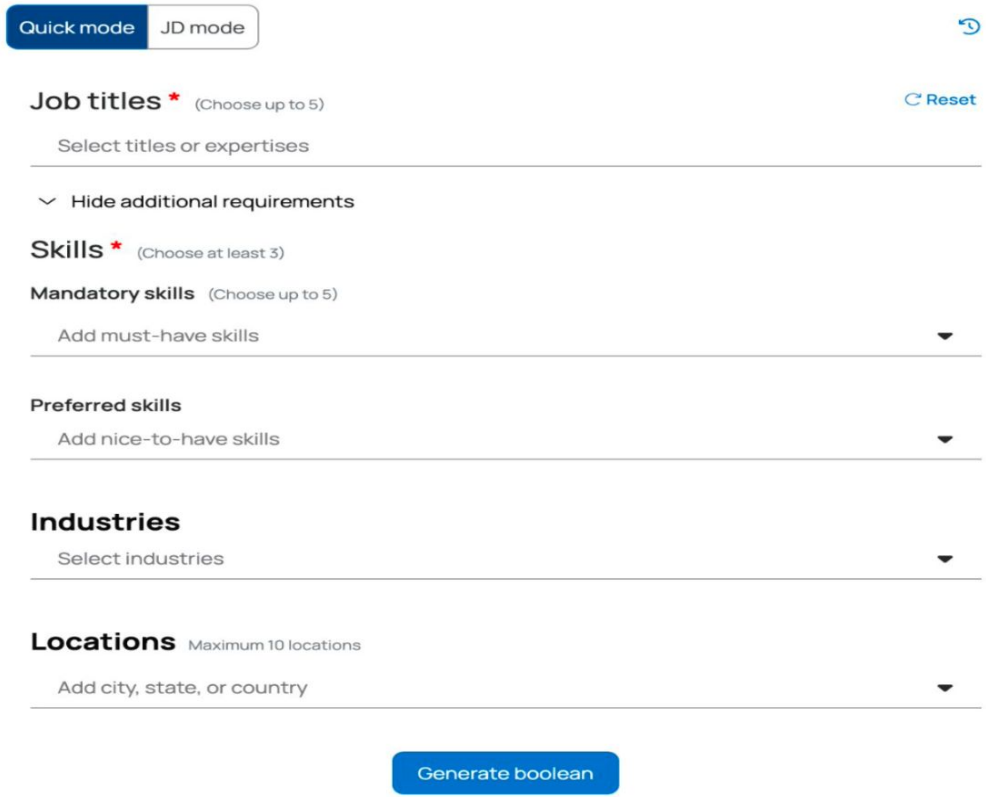
Recruit’em Boolean Builder



Recruit’em Boolean Builder

- Access Recruit’Em by going to https://recruitin.net/
- Creates Boolean Strings for the following sites:
  - Linkedin
  - Dribble
  - Github
  - Xing
  - Stack Overflow
  - Twitter
- Select the site you want to explore and enter the keywords in the fields, Click “Find right people on...”
- You can save copy the URL, Save the Explore Results or open it in Google

HireEZ Boolean Builder (Quick or JD Mode)



HireEZ Boolean Builder

- HireEZ is a chrome extension. You can access the website at https://app.hireez.com/v5/boolean
- Quick Mode: Fill out the fields and generate your Boolean Strings
- JD Mode: Copy and paste your job description and it will generate your Boolean Strings
- You can copy the Boolean Strings or run it on Popular sites or by Industry

Search Engines

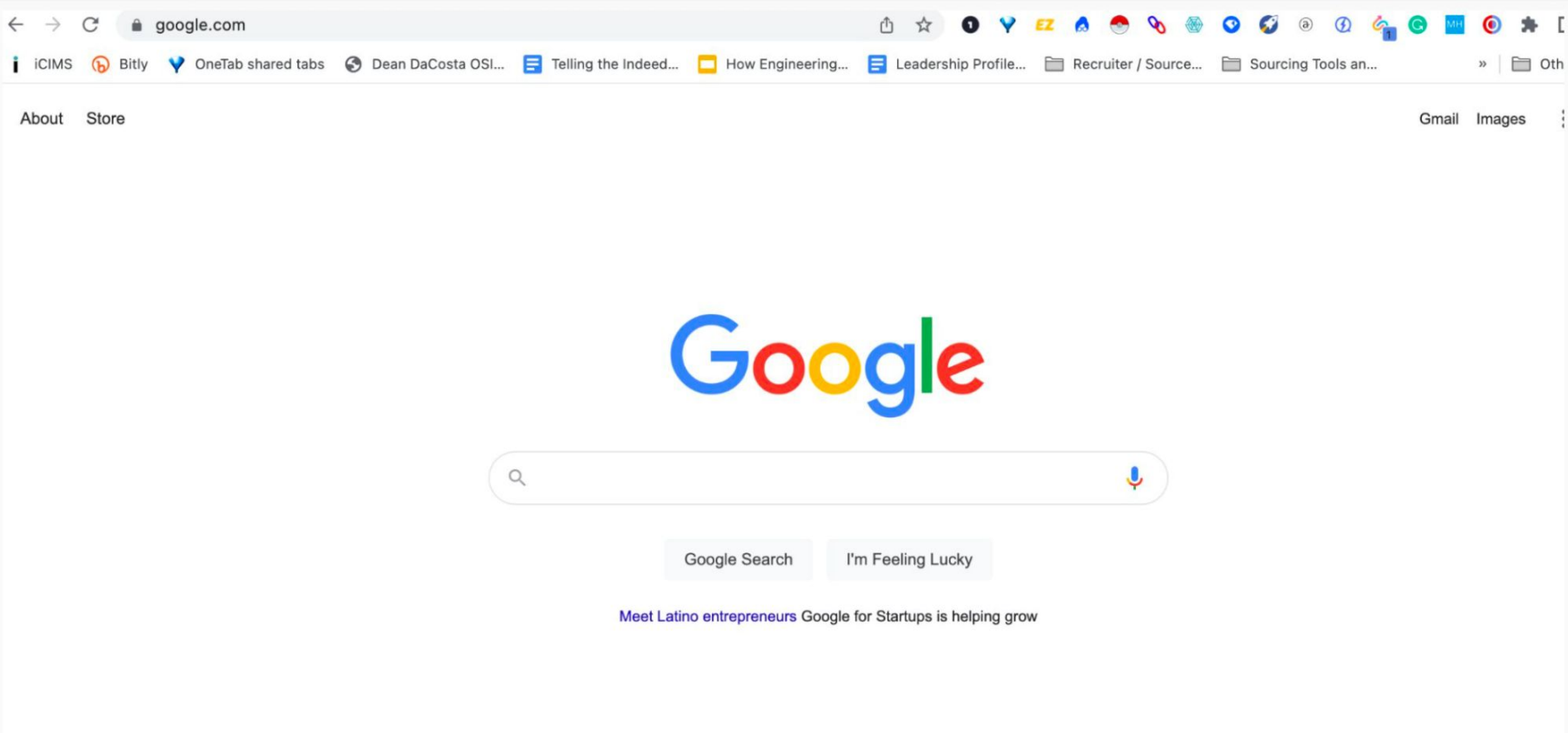
What is a Search Engine?

- A Search Engine is a website that indexes web pages and returns results to your queries.
- The queries are written in Boolean Strings
- No Search Engine indexes the entire internet

Search Engines being discussed:

- Google is the most popular Search Engine globally and boasts 90% of all web pages being indexed
- Bing is the 2nd most popular Search Engine that is owned by Microsoft
- DuckDuckGo is an extremely popular Search Engine that doesn’t track users activity and is known for privacy

Google


google.com
iCIMS
Bitly
OneTab shared tabs
Dean DaCosta OSI...
Telling the Indeed...
How Engineering...
Leadership Profile...
Recruiter / Source...
Sourcing Tools an...
Oth
About
Store
Gmail
Images
Google
Google Search
I'm Feeling Lucky
Meet Latino entrepreneurs Google for Startups is helping grow

Boolean Strings to try in Google:

- Try: site:linkedin.com/in (Salesforce | “Sales Force”) (APEX OR Java)
- Site: Operator is used to xray a website or domain (like .com or .edu)

Look at how Google displays the profile Results for site:linkedin.com/in (Salesforce | “Sales Force”) (APEX OR Java)

https://in.linkedin.com › shobha-rani-java-and-salesforce-...

Shobha Rani Java and Salesforce - Java Software Developer

Hyderabad, Telangana, India · Java Software Developer · SISL Infotech

I have 9+ years experience in **java** web development using struts framework with postgresql DB and trained in **Salesforce** development. Activity. #hiring #jobs # ...

https://www.linkedin.com › cody-chinn

Cody Chinn - Salesforce Developer - ApexHealth - LinkedIn

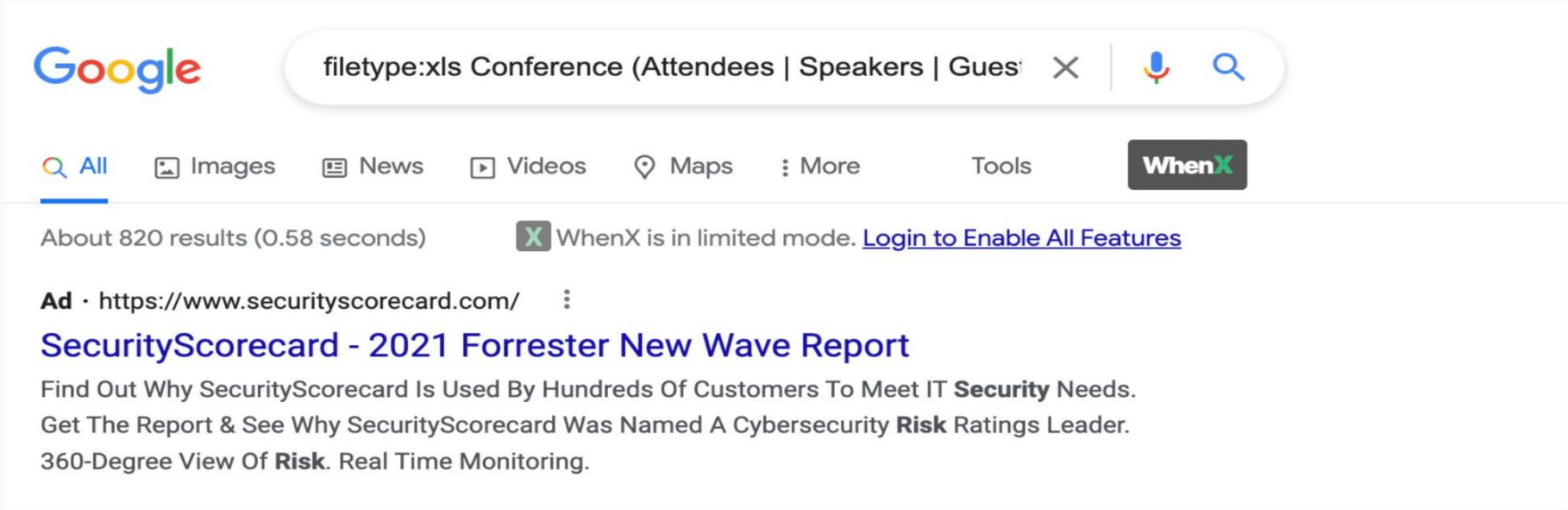
Rockford, Michigan, United States · Salesforce Developer · ApexHealth

Salesforce developer working with **Apex**, SOQL, JS, HTML & CSS. Maintaining the store.steelcase.com website and providing updated features as needed.

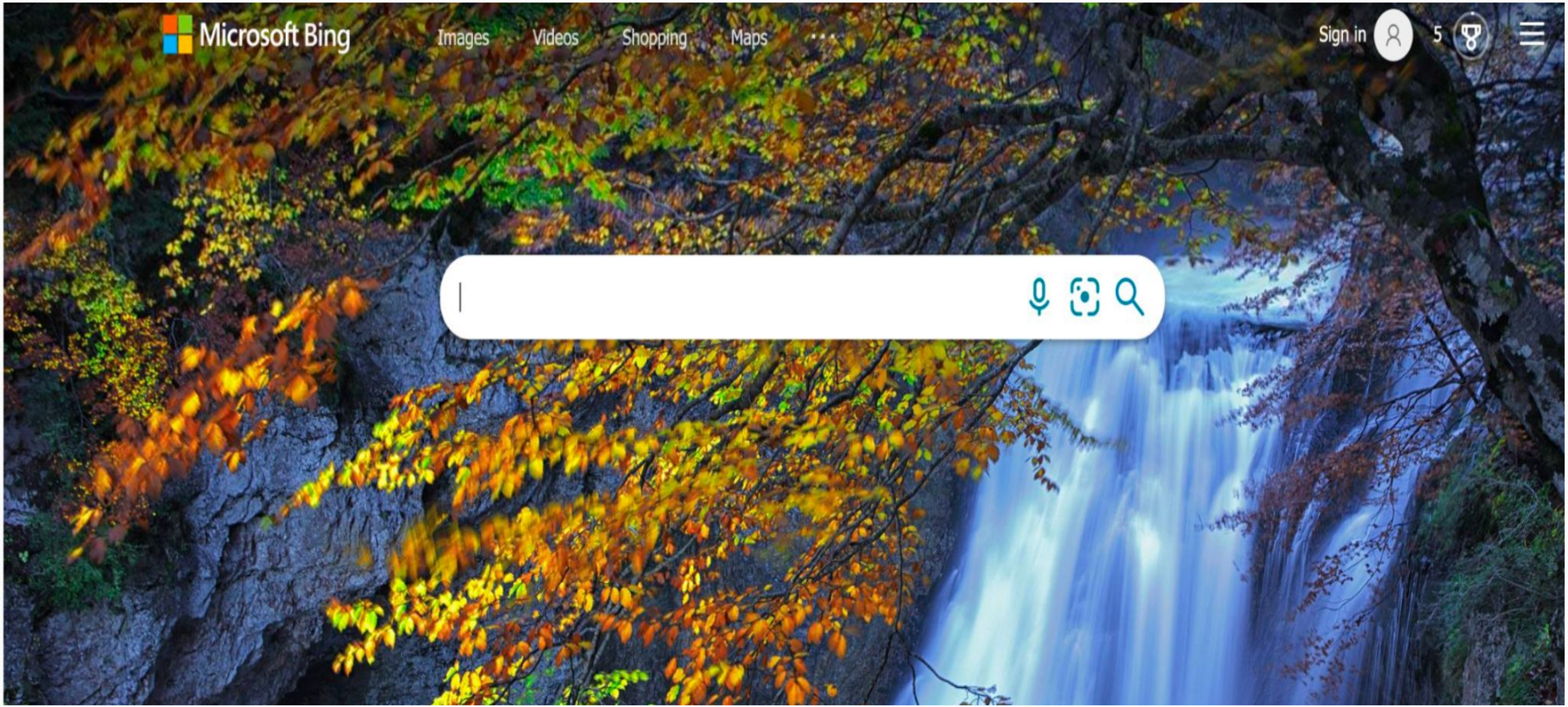
Another Boolean String to try in Google:

- Try using the following: filetype:xls Conference (Attendees | Speakers | Guests | Member) (“Information Security” | InfoSec) AROUND (10) (Security | “Risk Assessment” | “Network Security” | “Application Security” | “Identity Access Management” | “Penetration Testing” | Hack)
- Filetype: Operator is used to look for specific types of files
- AROUND (#): Operator is used to look for term(s) within a designated # of other term(s)

Results from fitetype:xls Conference (Attendees | Speakers | Guests | Member) (“Information Security” | Infosec) AROUND (10) (Security | “Risk Assessment” | “Network Security” | “Application Security” | “Identity Access Management” | “Penetration Testing” | Hack)



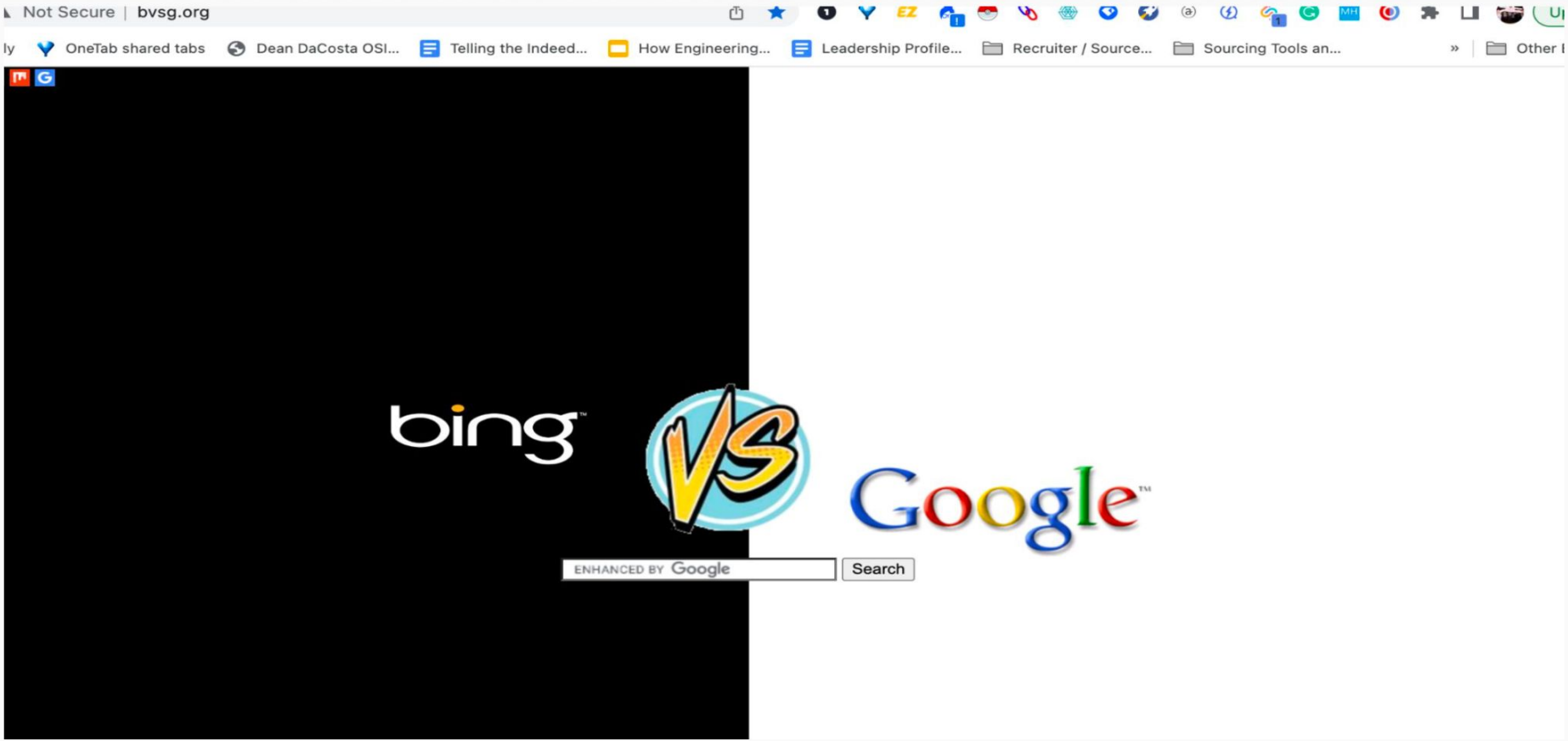
Bing



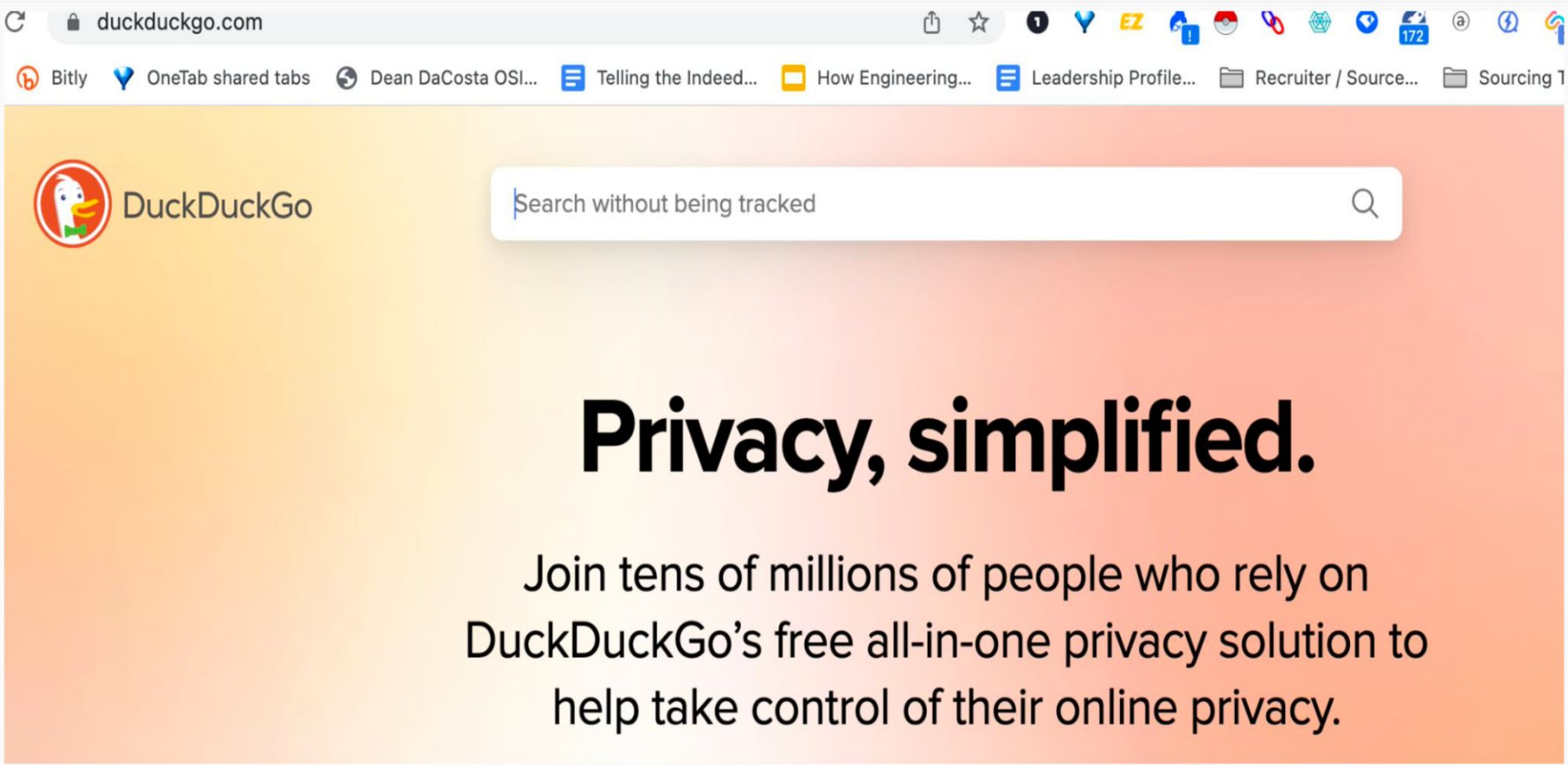
Try running the same Boolean Strings in Bing a we did in Google

- Try using the following: site:linkedin.com/in (Salesforce | “Sales Force”) (APEX OR Java)
- filetype:xls Conference (Attendees | Speakers | Guests | Member) (“Information Security” | InfoSec) AROUND (10) (Security | “Risk Assessment” | “Network Security” | “Application Security” | “Identity Access Management” | “Penetration Testing” | Hack)
- What differences do you notice in the results?

bvsg.org is a site that will give you a side by side comparison of the Bing and Google search results. I'd recommend using a large screen to view results.



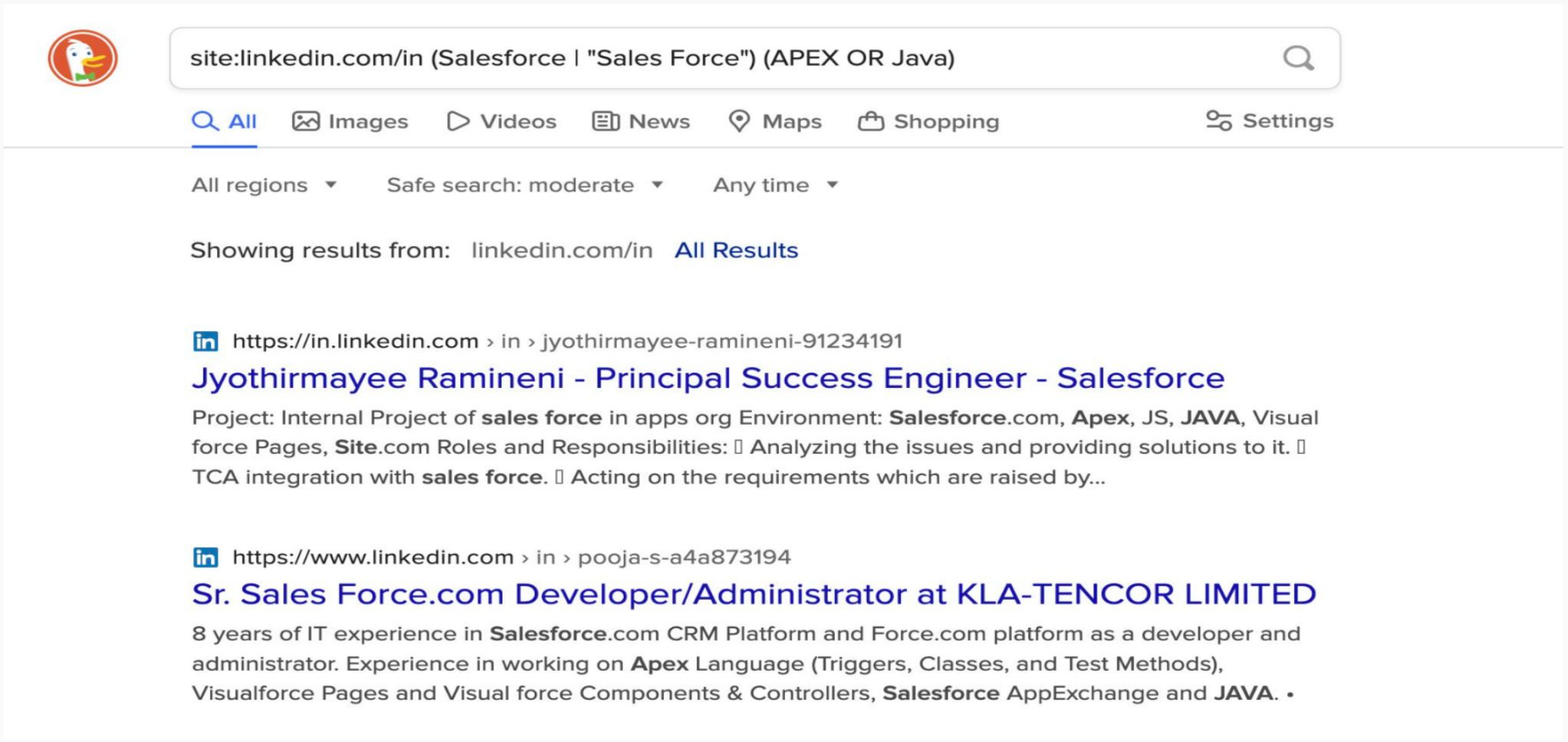
DuckDuckGo


duckduckgo.com
Bitly
OneTab shared tabs
Dean DaCosta OSI...
Telling the Indeed...
How Engineering...
Leadership Profile...
Recruiter / Source...
DuckDuckGo
Search without being tracked
Privacy, simplified.
Join tens of millions of people who rely on DuckDuckGo's free all-in-one privacy solution to help take control of their online privacy.

Try running the same Boolean Strings in DuckDuckGo as we did in Google and Bing

- Try using the following: site:linkedin.com/in (Salesforce | “Sales Force”) (APEX OR Java)
- What differences do you notice in the results?
- I’d recommend using Location as one of your keywords when sourcing on DuckDuckGo because they are based in Europe, so you might not get the desired location(s) in your results.

Look at how DuckDuckGo displays the profile search results for site:linkedin.com/in (Salesforce | “sales force”) (APEX OR Java)



Let’s Practice

Let’s try using the example Boolean Strings in Google, Bing and DuckDuckGo

Try each of the following Boolean Strings in Search Engines mentioned above:

- (Salesforce OR “Sales Force”) AND (Apex OR Java)
- (“Information Security” OR InfoSec OR Security) AND (Engineer OR Consultant OR Administrator OR Analyst OR Lead)
- (“Product Manager” OR “Prod Man” OR “Prod Mgr”) AND (MVP OR Metrics OR KPI OR OKR OR AB OR “A/B”) AND (Vision OR Strategy OR “Road Map”)
- (Cloud OR AWS OR Azure OR GCP OR Rackspace OR OpenStack) AND (Engineer OR Admin OR Lead OR Eng)

Try using the following Operator(s) in your Boolean Strings on the Search Engines mentioned above:

- site:
- filetype:
- AROUND (#) note: Doesn’t work in DuckDuckGo

A few other Operator(s) that you can try:

- Inurl:
- Intitle:
- Inanchor:

Here are a few more ideas

Try sourcing from these websites:

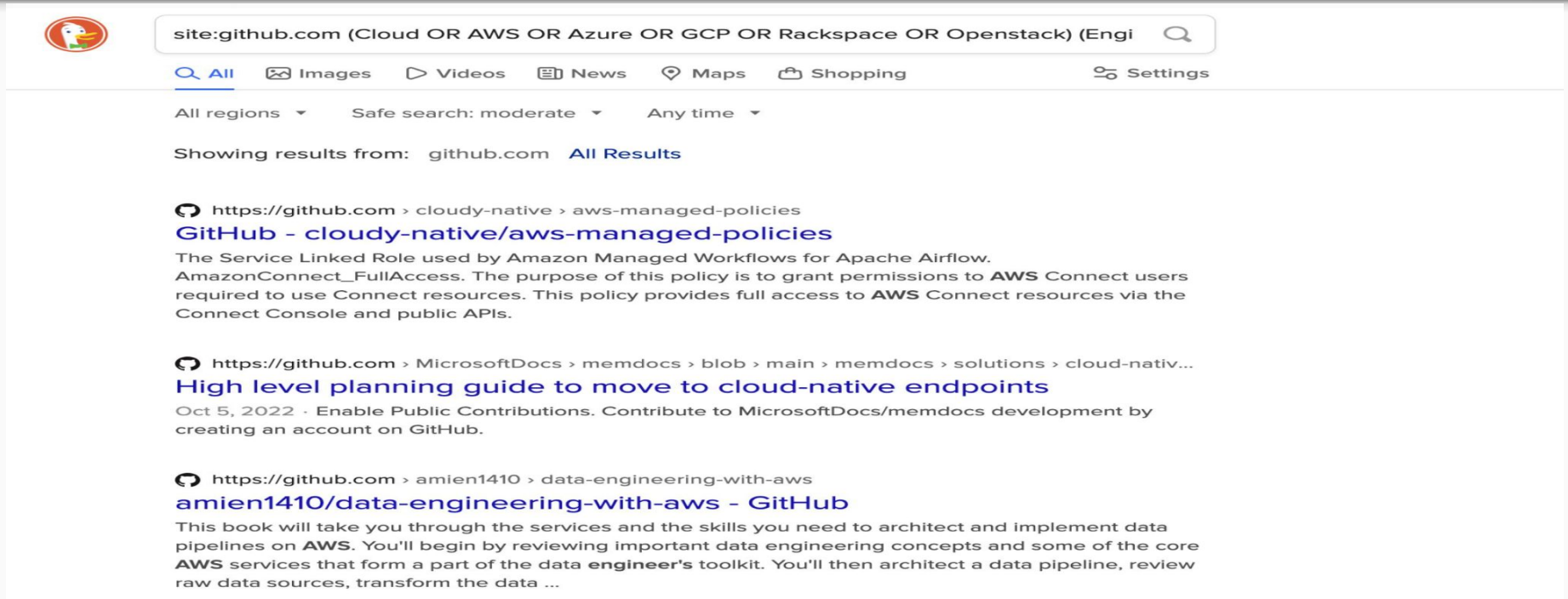
by David Marr for DFWTRN

- Kaggle
- Github
- OpenHub
- Stackoverflow
- Launchpad
- Sourceforge
- Coderwall
- Hackathon.io
- Gitlab
- Bitbucket
- Meetup
- Eventbrite

Boolean Strings to try for Github

- Try using the following:
    - site:github.com (Cloud | AWS | Azure | GCP | Rackspace | Openstack) (Engineer | Admin | Lead | Eng) (“United States” | USA | America)
- Github.com is a code repository site that has a lot of technical talents work and contributions and can be helpful in finding and ensuring the candidates have the technical skills you’re looking for.

Search results for displays the profile search results for site:github.com (cloud | AWS | Azure | GCP | Rackspace | Openspace) (Engineer | Admin | Lead | Eng) (“United States” | USA | America)



Chrome Extensions

Here are the Chrome Extensions

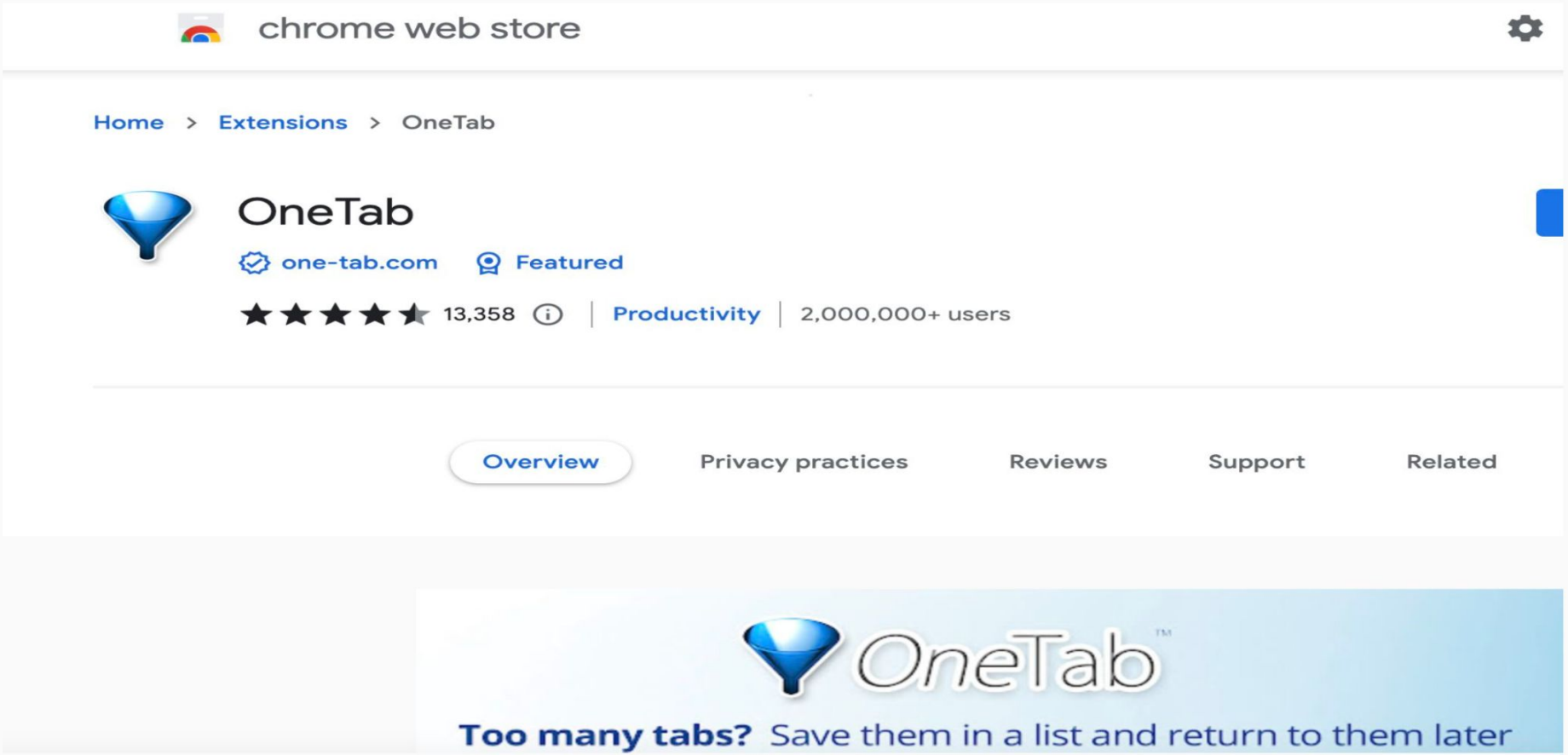
Chrome Extensions can make your life easier when performing specific tasks and automation while you source and we'll take a look at the following:

- OneTab
- Multihighlight
- Grammarly
- GlossaryTech
- BOOL
- InstantPreview

OneTab

- Its a chrome extension to automate the saving, sharing, and overall management of multiple browser tabs.
- This may sound simple, but think about when you source and how many tabs you can have open at once.

OneTab - https://bit.ly/2ZMO9y5 to download



Multi Highlight

- Can turn on/off to highlight a list of keywords on a page that are important. This helps you find the skills and other keywords which help you review and get through profiles quicker
- This works on any page or screen that you are on when is turned on.

Multi Highlight - https://bit.ly/3D1GIUK to download

chrome web store

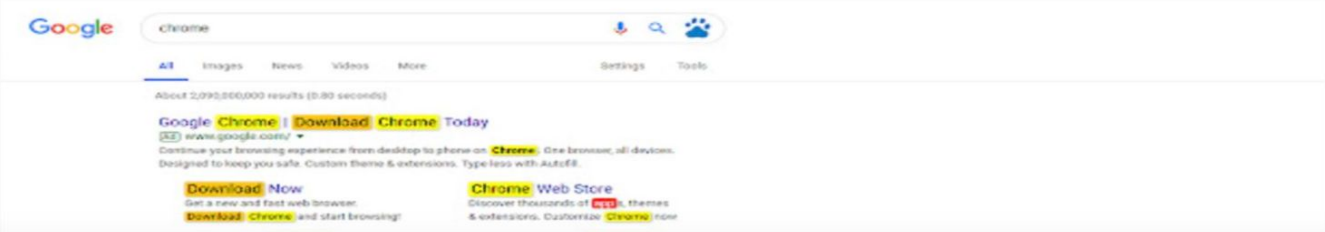
Home > Extensions > Multi Highlight

MH

Multi Highlight

★★★☆☆ 12 | Productivity | 10,000+ users

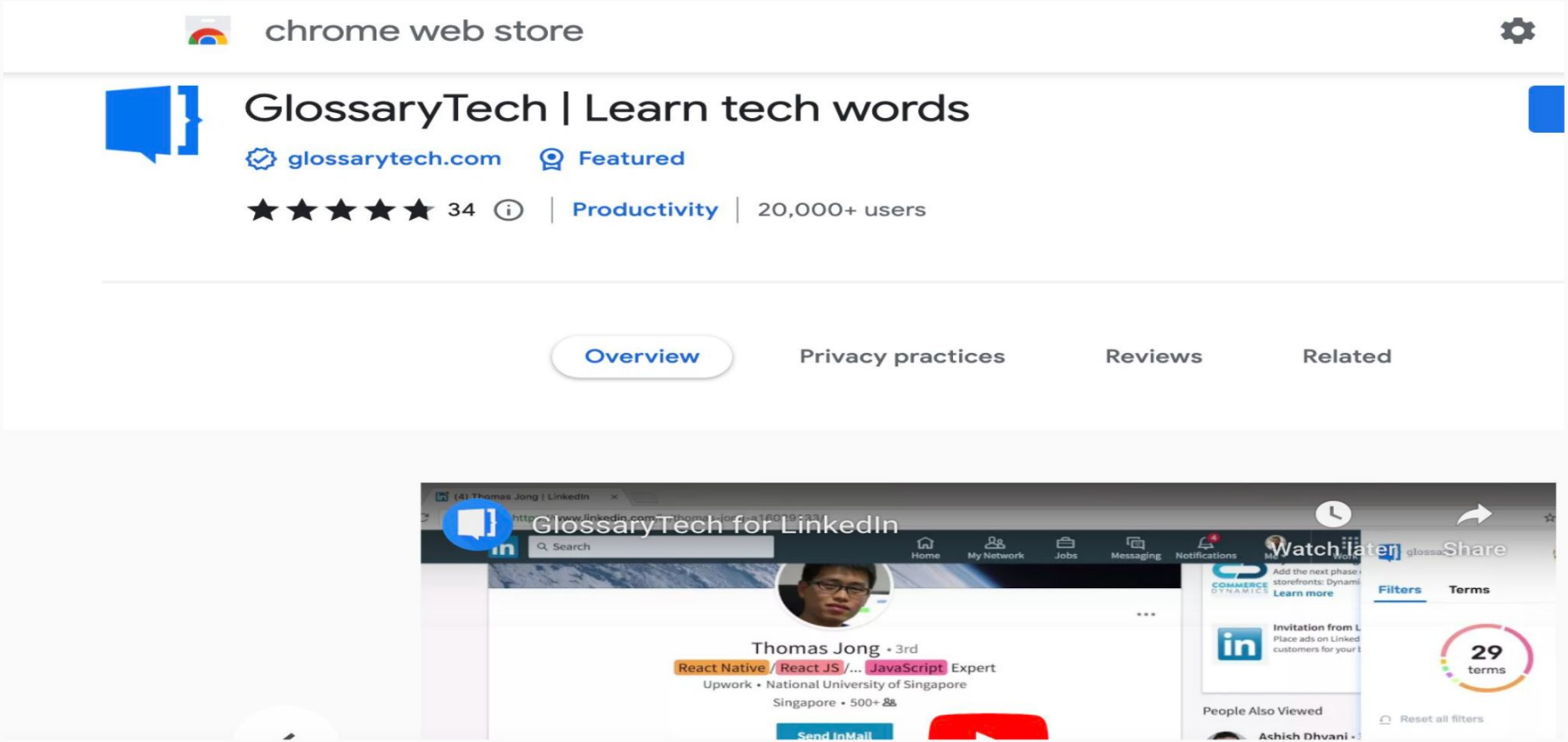
Overview | Privacy practices | Reviews | Related



GlossaryTech

- Its a chrome extension that analyzes the technical terms on a profile and provides the viewer with additional insights about their profile

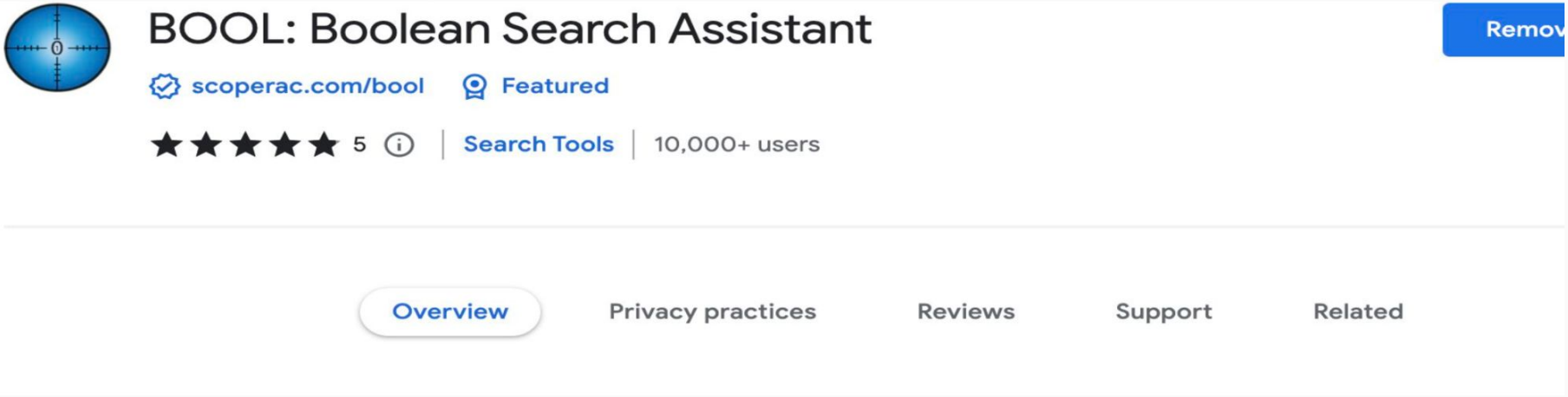
GlossaryTech - https://bit.ly/3VAVvgb to download



BOOL

- Its a chrome extension that is Boolean Builder.
- You enter your keywords and it will help generate the Boolean String for you.

BOOL - https://bit.ly/3CJjMYW to download

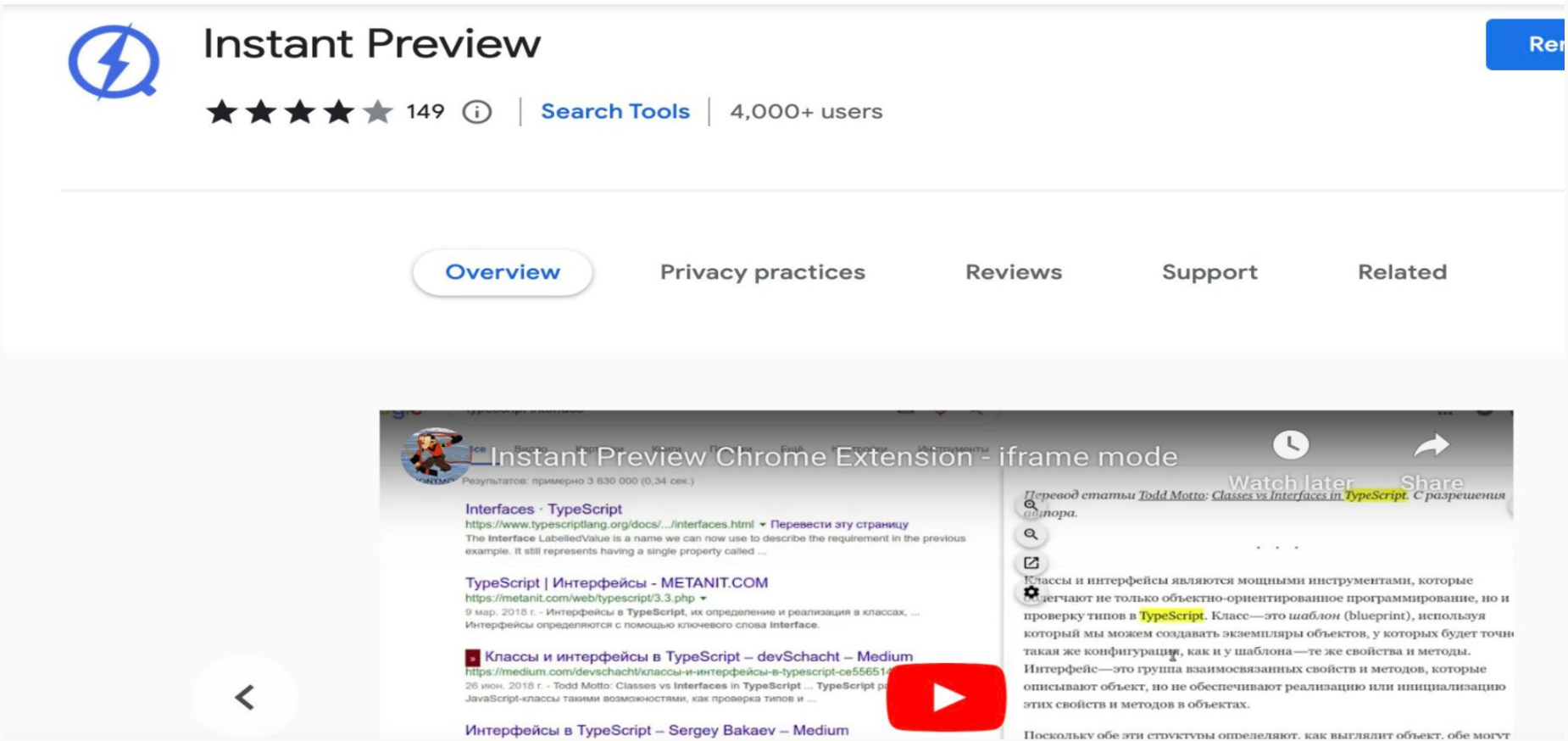


Instant Preview

- Its a chrome extension gives you an instant look into a webpage in your search results

- This can save you time and save you from from opening up websites that aren’t what you are looking for.

Instant Preview - https://bit.ly/3S8L6Wc to download



Here are other Chrome Extensions to try:

- Calendly - automate scheduling meetings
- Grammarly - helps with grammar and spelling
- Magic (Text Expander) - quickly retrieve templates with just a few keystrokes
- Extensity - Allows to turn on/off your chrome extensions
- WhenX - Allows you to make notes on Linkedin Profiles
- LinkGopher - will scrape all of the weblinks from your Search results to a spreadsheet
- InstantData Scraper - will scrape all of the results on a page
- DataMiner - allows you to create a recipe and then automate the copying of your search results data from a web page or domain.

RESOURCES

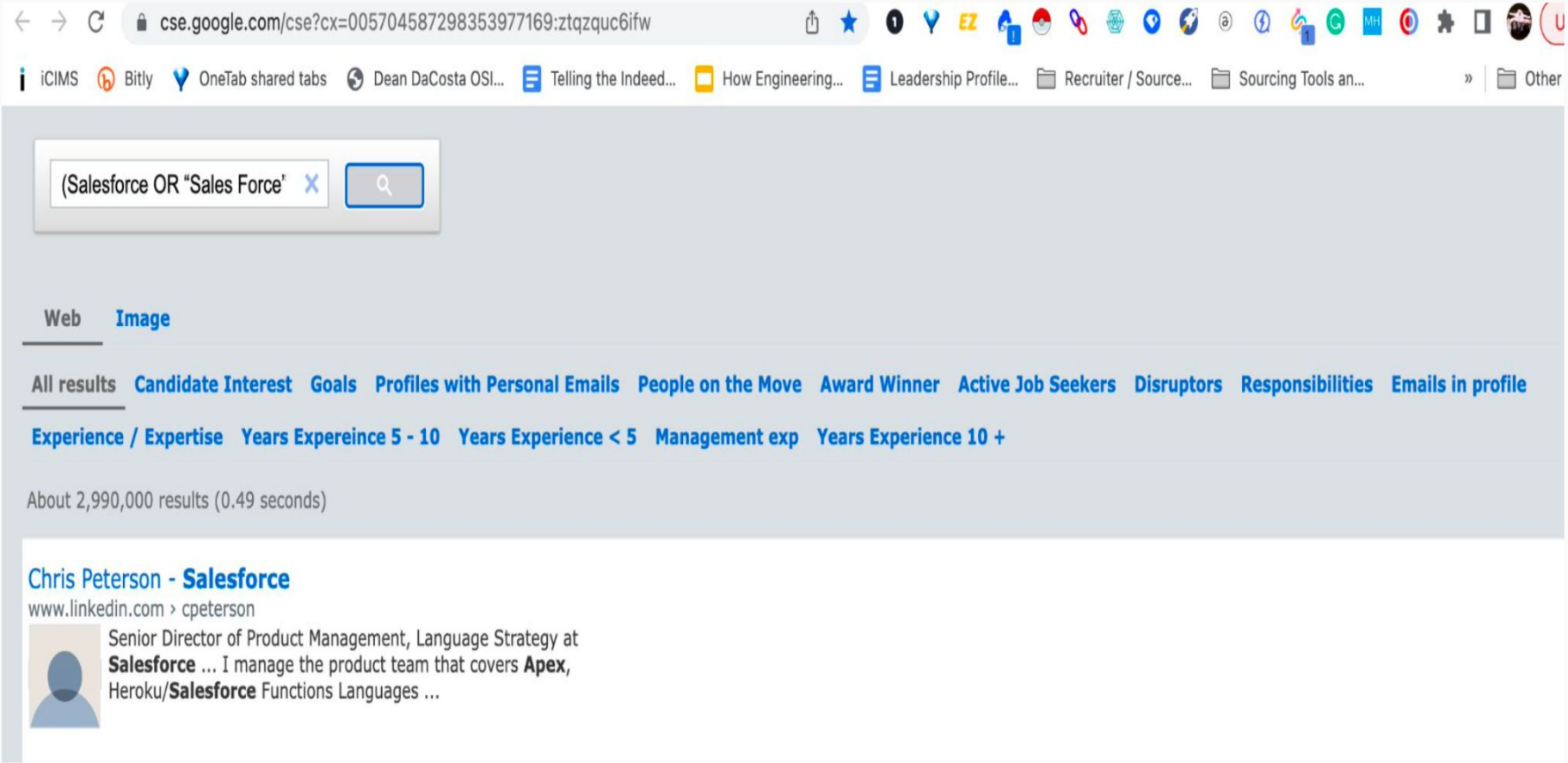
Try these websites when trying to find contact information:

- thatsthem.com
- truepeoplesearch.com
- usphonebook.com
- fastpeoplesearch.com
- xlek.com
- Anywho.com
- Trustoria.com
- pplscanner.com
- peoplesearchnow.com
- cyberbackgroundchecks.com
- zabasearch.com
- truecaller.com
- sync.me
- Radaris.com
- Whoknows.com
- yasni.com

Brian Fink created a CSE that x-rays Linkedin

- Brian Fink freely shared the best CSE he created to xray linkedin
- You enter your Boolean String and it will allow you to filter through the results via different topics

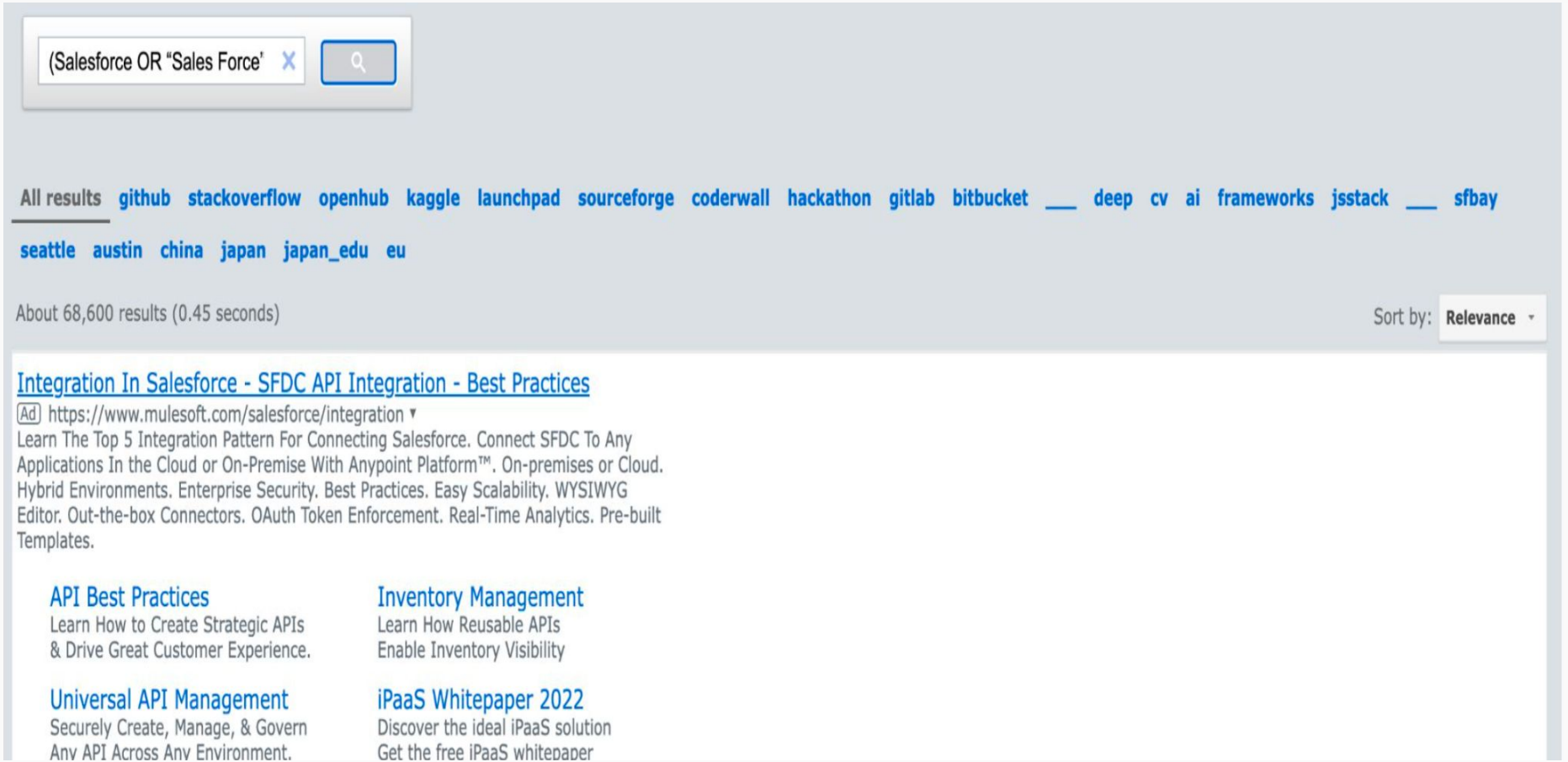
Brian Fink's CSE to xray Linkedin - https://bit.ly/3CJdZCH



Brian Fink’s CSE created to source for Technical Roles

- Brian Fink created this CSE to source for Technical Roles
- You enter your Boolean String and it will allow you to filter through the results via different topics

Brian Fink's CSE for Technical Roles - https://bit.ly/3yNJ1Za



Questions?

To connect or reach me you can do so by the following:

- **http://www.linkedin.com/in/dmarr**